



SOCIAL MEDIA ASSISTANT

The U.S. Embassy in Canberra is seeking an individual for the position of Public Affairs Assistant in the Public Affairs Section.

Salary: A\$71,819 p.a.
Hours: Full time 40hours/week

All applicants must address the selection criteria detailed below with specific and comprehensive information supporting each item.

1. Bachelor's degree in marketing, communications, public relations, international relations, social science, journalism, humanities, computer science, or information technology is required.
2. Three years of progressively responsible experience in the fields of information technology, advertising, marketing, or public relations is required. One year of professional experience applying new media technologies is required.
3. Level 4 (Fluent) written and spoken English is required. This will be tested. [
4. Excellent knowledge of Internet and new media technologies and issues, how they can be used, and what audiences can be reached, is required.
5. Good knowledge of Australian political and social structures, media, information systems, and Government and academic institutions is required.
6. Ability to touch type at a speed of 40 words per minute and proficient in a variety of computer operating systems, software, and hardware is required.

For further information and the selection criteria please refer to the [duties and responsibilities statement](#).

Forward letter, response to the selection criteria, and resume to the Regional Human Resources Office, American Embassy, Moonah Place, Yarralumla, ACT 2600 or via email to: usaembrhro@state.gov by C.O.B **SEPTEMBER 16, 2011**.

Hand delivered applications cannot be accepted. Offers of employment are subject to medical and security clearances.

Note: *Only short listed applicants will be contacted regarding the next phase of the selection process. To those applicants not short listed, we extend our appreciation for considering the US Government as a potential employer.*

The U.S. Government is an Equal Opportunity Employer and maintains a drug free work environment.

POSITION TITLE: SOCIAL MEDIA ASSISTANT

**POSITION GRADE LE-8
(STARTING SALARY A\$71,819)**

DUTIES AND RESPONSIBILITIES

Basic Function of the Position

Under the overall supervision of the Assistant Public Affairs Officer (APAO) and the immediate supervision of the New Media Director (NMD), the Social Media Specialist (SMS) is responsible for proactively implementing new media strategy and monitoring and reacting on various forms of new media. The SMS collaborates with the PAS new media team and actively participates in the planning of social media content for Public Diplomacy (PD) programs, events, and Mission activities. Trains Mission personnel in the use of social media tools. Provides social media and PD support for high level visits and other special circumstances.

The incumbent may occasionally be required to work outside of normal business hours to perform regular duties.

A copy of the complete position description listing all duties and responsibilities is available in the Human Resources Office. Contact Prue Fuller at (02) 6214 5778.

Major Duties and Responsibilities

1. Social media tactics and reporting (65% of time)

Under the direction of the NMD, works with Public Affairs staff to prepare and carry out activities on new media platforms including social networking sites, forums, blogs, photo and video sharing sites, as well as the public website and other new and emerging technologies. The incumbent serves as a community manager and is the first point of contact for the Embassy for all interactions on new media and is expected to reply to comments and questions in a reasonable time frame, even out of hours. Develops contacts for the Mission through these platforms and in coordination with other Mission staff.

Using the interactive power of social media platforms, creates an Embassy presence that is informed by and amplifies Mission and United States Government (USG) policies and priorities. Ensures that Embassy interactions on social media are appropriate to the Australian media environment, current, relevant, and coordinated with the appropriate USG sources. Makes recommendations to the NMD and Public Affairs Officers (PAOs) for amendments to Mission new media strategy.

Works closely and in a collegiate manner with the Multimedia Specialist (MMS) to source and develop appropriate photos, images, graphics, and video in support of and for use on new media ventures. Working as a team with the NMD and MMS,

ensures social media platforms are populated with well planned, innovative and attractive digital content appropriate to the Australian media environment. Monitors the web team mailbox for requests for updates. Tracks public comment received through mail, email, information resource platforms, and other channels including social media platforms. Routes messages to other offices and agencies as appropriate.

Prepares a weekly highlight of public opinion and a monthly summary of Mission interaction through new media including visitor statistics and demographic information. Collaborates with other staff for the preparation of public opinion reports to include new media interactions. Alerts Mission offices to feedback on USG policies received via Embassy social media platforms as trends develop. Responsible for annual review of new media tools and platforms, which provides input to the Mission's Public Diplomacy Plan. This report defines what new media platforms are in use in Australia, their impact, major players in those spaces, and ranks them in order of relevance and importance in relation to Mission Strategic and Resource Plan goals and objectives. The report should be backed by relevant statistics from the Mission and other sources like the Australian Bureau of Statistics.

Coordinates with colleagues at Consulates General to acquire and incorporate relevant information into reports.

2. Electronic outreach (25% of time)

With direction from the NMD, incumbent is responsible for implementing electronic outreach activities such as content for information delivery platforms and collaboration tools. This may include the Modern Information Resource Platform (MIRP) and collaboration tools like digital video conferences (DVCs) and Co.nx. Through these platforms, the SMS develops target audiences and creates appropriate advertisements to enhance participation. Generally targeting Australians under the age of 35, the incumbent develops audiences by working with groups such as university student groups, faculty, alumni networks, special interest groups, young professional organizations, non-governmental organizations, and other institutional associations to reach out to young opinion leaders.

Reports results and outcomes back to Washington through existing channels. Maintains own audience contact records in the PAS contacts database.

3. Social media training (10% of time)

Advises PD and Mission colleagues on unique Australian new media environments and on how best to integrate social media into their activities. With support from the NMD, the Social Media Specialist periodically provides training for Mission personnel in the use of new media tools. This includes briefings on what forms of new media exist, as well as specialized training for American officers and LES to work as advocates on new media platforms.

4. Other duties as assigned.

Selection Criteria

All applicants **must** address each selection criterion detailed below with specific and comprehensive information supporting each item.

1. Bachelor's degree in marketing, communications, public relations, international relations, social science, journalism, humanities, computer science, or information technology is required.
2. Three years of progressively responsible experience in the fields of information technology, advertising, marketing, or public relations is required. One year of professional experience applying new media technologies is required.
3. Level 4 (Fluent) written and spoken English is required. This will be tested. [
4. Excellent knowledge of Internet and new media technologies and issues, how they can be used, and what audiences can be reached, is required.
5. Good knowledge of Australian political and social structures, media, information systems, and Government and academic institutions is required.
6. Ability to touch type at a speed of 40 words per minute and proficient in a variety of computer operating systems, software, and hardware is required.

SELECTION PROCESS

When fully qualified, US Citizen Eligible Family Members (USEFMs) and US Veterans are given preference. Therefore, it is essential that the candidate specifically address the required qualifications above in the application.

ADDITIONAL SELECTION CRITERIA

1. Management will consider nepotism/conflict of interest, budget, and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.
4. Currently employed US Citizen EFMs who hold a Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
5. Currently employed NORs hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their

employment unless currently hired into a position with a When Actually Employed (WAE) work schedule.

6. The candidate must be able to obtain and hold a Sensitive But Unclassified security clearance.

TO APPLY

Interested applicants for this position must submit the following for consideration of the application:

Universal Application for Employment as a Locally Employed Staff or Family Member (DS-174); or

A current resume or curriculum vitae that provides the same information found on the UAE (see Appendix below); or

A combination of both; i.e. Sections 1 -24 of the UAE along with a listing of the applicant's work experience attached as a separate sheet; plus

Candidates who claim U.S. Veterans preference must provide a copy of their Form DD-214 with their application. Candidates who claim conditional U.S. Veterans preference must submit documentation confirming eligibility for a conditional preference in hiring with their application

Any other documentation (e.g., essays, certificates, awards) that addresses the qualification requirements of the position as listed above.

SUBMIT APPLICATION TO

Regional Human Resources Office
American Embassy
Moonah Place
YARRALUMLA ACT 2600

or via email to: usaembrhro@state.gov

THE DEADLINE FOR APPLICATIONS IS C.O.B SEPTEMBER 16, 2011

The U.S. Mission in Australia provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

US Mission Australia maintains a drug free work environment.

APPENDIX

If an applicant is submitting a resume or curriculum vitae, s/he must provide the following information equal to what is found on the UAE.

Failure to do so will result in an incomplete application.

- A. Position Title
- B. Position Grade
- C. Vacancy Announcement Number (if known)
- D. Dates Available for Work
- E. First, Middle, & Last Names as well as any other names used
- F. Current Address, Day, Evening, and Cell phone numbers
- G. U.S. Citizenship Status (Yes or No) & status of permanent U.S. Resident (Yes or No; if yes, provide number)
- H. U.S. Social Security Number and/or Identification Number
- I. Eligibility to work in the country (Yes or No)
- J. Special Accommodations the Mission needs to provide
- K. If applying for position that includes driving a U.S. Government vehicle, provide Driver's License Class / Type
- L. Days available to work
- M. List any relatives or members of your household that work for the U.S. Government (include their Name, Relationship, & Agency, Position, Location)
- N. U.S. Eligible Family Member and Veterans Hiring Preference
- O. Education
- P. License, Skills, Training, Membership, & Recognition
- Q. Language Skills
- R. Work Experience
- S. References